

Our Ref: 52940
Contact Officer: Hannah Ransom
Contact Number: (02) 6243 1255



**Australian
Competition &
Consumer
Commission**

19 November 2013

Ms Natalie Fraser
Legal Counsel
Virgin Australia Airlines

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By email: Natalie.fraser@virginaustralia.com

Dear Ms Fraser

Third line forcing notification N97097 lodged by Velocity Rewards Pty Ltd as trustee of the Loyalty Trust

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 18 November 2013. The notification has been placed on the ACCC's public register.

Velocity Rewards Pty Ltd proposes to offer rewards points to members of Velocity Frequent Flyer Program on condition the members acquire goods and/or services from participating businesses, including telephony, stationary, software, printing and communication solutions.

Legal protection conferred by the notification will commence on 2 December 2013.

On the basis of the information that you have provided it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the ACCC may act to remove the legal protection provided by the notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This assessment has been made on the basis that Velocity Rewards Pty Ltd and any other relevant parties will disclose all relevant terms and conditions to prospective customers.

A copy of this letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Hannah Ransom on (02) 6243 1255.

Yours sincerely

A handwritten signature in grey ink, appearing to read 'Baethan Mullen'.

Baethan Mullen
A/g General Manager
Adjudication Branch